August 20, 1942

Mr. Louis M. Bloch
507 5th Avenue
New York, N. Y.

Dear Lou:

Thanks for the letter on the Arrow account.

About the time element - 5:45-5:50. We do not approve. The days sports results, 'varsity as well as intramural, are not compiled before 8:00 pm. This makes it a very difficult job to get any sort of news cast that would be of general interest. The fact that we can get these sports results and release them 12 hours before the paper comes out is the greatest reason for our news program's popularity. Furthermore, the time is not one especially suited to this type of program. We have built up a musical audience who want merely music, not talk. They get all they want of the latter on the regular commercial station at that time.

We suggest that the time for this program be scheduled for 9:00 on the dates you mentioned. From our regular news program last term we found that this time was most favorable.

I hope to be able to stay in New York Monday morning. If I am able to do this I'll be up.

Hope the other contracts come along. And it's with emphasis I say that!

Sincerely,

Addison R. Taylor
Business Manager